Master Merchandising
and
The Dominant Idea

McJUNKIN ADVERTISING COMPANY
CHICAGO NEW YORK CLEVELAND

DOMINANT
McJunkin
IDEA ADVERTISING

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Primus

THROUGH the merger of the Nichols-Finn personnel with the McJunkin Advertising Company, a combination of methods has been effected between two vital and constructive factors in advertising.

The McJunkin idea always has emphasized sound and sane merchandising, with the elements of distribution and dealer help ever paramount.

The Finn method has called for the crystallization of a dominant selling idea, so that the consumer would be impressed with an indelible master thought, as a sure means of purchasing identified merchandise.

With the union of these two functions in the enlarged McJunkin Advertising Company, the manufacturer of a trade-marked article is assured a responsive market along lines of wise merchandising, backed by a method of appeal that will have a compelling and lasting effect upon the minds of both consumer and dealer.

William D. McJunkin

AGGRESSIVE merchandising and vigorous advertising are the best proof that a manufacturer believes in his goods. They are the best guarantee a consumer can have that the manufacturer will keep up the quality. Nowhere is this better proved than through the success of trade-marked articles. Where quality sustained the advertising—where performance fulfilled the promise—fortune followed freely."—From "Master Merchandising."

Master Merchandising

By Wm. D. McJunkin,

President, McJunkin Advertising Company

THE vital spark of an advertising campaign is the merchandising plan behind it.

Though a commodity have great merit—though advertising copy be forceful—though the media of publicity be wisely chosen—yet, if the merchandising plan be weak, the entire advertising structure will fall.

Master merchandising takes up an article at its source, builds up enthusiastic promotion for its sale in the producer's own organization, makes sure of the necessary assistance from distributor and retailer, and oils the mechanism that will move the merchandise from the producer to the consumer in repeated sales.

There used to be a theory that when advertising started, other factors could go on a vacation. Modern merchandising has proved that when advertising starts, it is merely ready to reap what the merchandising plan has prepared, if advertising and merchandising are to be interlocked properly.

Good publicity is essential. It is a part of the plan. The Dominant Idea, which every campaign should have, also is vital. I shall comment but briefly on the Dominant Idea, because Mr. Finn goes into the subject thoroughly in other pages of this book. What I shall say bears heavily on the underlying foundation that makes the advertising structure secure.

Advertising, after all, is in the main the outward expression of a business plan of action. If you were wrong at the start, you will not be right at the finish. Hence, the greater work—the more intensive application—should be conceived behind the publicity.

Proper planning calls for the use of skill and experience, wisdom and foresight, aggressiveness with judgment—the co-ordination of workmanlike effort that makes a right start and therefore a right finish. The world war gave us a mammoth example of the power of co-ordination—of co-operation by all factors to obtain masterly results.

The Department Store

Preceding my entrance in the general

advertising business, I was fortunate in an experience which I believe was as unique as it has proved useful to me and the clients of this company. I was associated for many years as advertising manager with three of the most successful general merchandise stores in the United States. I had the benefit of close-up contact with three men who have written their names indelibly on the department store business of this country.

The modern department store after all is an American idea—a Chicago conception. It is founded on the theory of big purchasing power, small profit per article, distribution of overhead among many activities under one roof, the saving of time for the purchaser and the centralization of sales and merchandising effort.

In the department store, modern merchandising has attained its utmost scientific achievement. Its influence has been felt throughout the business world; it has been an important step in social progress.

The properly conducted general merchandise store is not a menace to retail business.

Rather is it a stimulant. It brings better methods, develops better business men. Retailers, large and small, whether in general lines or in specialties, have learned much from the modern department store.

Public Service an Asset

The retail merchant, whether large or small, must recognize his responsibility to the public. The public demands service, and service means quality — both in merchandise and in conduct. Intelligent advertising, to be effective and lasting, must be backed by service. Indeed, advertising performs the double function of leading the public to adopt a manufacturer's high standard of merchandise, and then compels him to maintain it or improve it. Success emphasizes the manufacturer's responsibilty.

Aggressive merchandising and vigorous advertising are the best proofs that a manufacturer believes in his goods. They are the best guarantee a consumer can have that the manufacturer will keep up the quality. Nowhere is this better proved than through the success of trade-marked articles. Where quality sus-

tains the advertising—where performance fulfills the promise—fortune follows freely.

Modern merchandising, whether from a distributor's or dealer's standpoint, recognizes the stability of trade-marked goods. There yet remain a few retailers—particularly some large ones—who for questionable reasons oppose certain trade-marked articles; but the hostility is ever diminishing.

Putting Your House in Order

Because our work is mainly identified with it, I lay particular stress on the vigorous merchandising of advertising. This means the process that "sells" your own advertising to your own organization—your own distributors—your own retailers.

When you come to analyze advertising and its influence, three main factors are involved. The first is your own organization, the second the distributors and dealers, and the third is the consumer. I have contended that the most important of this trio is your own organization. I speak advisedly when I say that there have been manufacturers in the past who projected

their advertising to the consumer after designedly hiding from their own organization their effort in print. They figured, probably, that by a surprise they would get co-operation from their own employes. What an utter fallacy!

Get Workers' Enthusiasm

The right way, the sane way, the effective way is to convince and arouse the entire organization—manufacturing division as well as the salesmen—on your complete campaign, including consumer and dealer efforts. You may ask: Why the manufacturing division? Is there any easier way to inspire team-work in your own manufacturing organization than by taking the makers of your products into your confidence?

What finer way to insure uniform quality than by making your manufacturing division understand that it must live up to the spirit and letter—the responsibility—of your advertising?

I know of one national success that attributed a 25 per cent increase in the quality of its merchandise over a period of a year, to

the manner in which it took the actual makers of this merchandise into executive confidence on the proposed advertising activity.

Sell Your Own People

Your sales organization, to be sure, must be won. Your complete objective in the contemplated advertising campaign, the whole plan of procedure, including both dealer and consumer, must be laid before these sales apostles, who travel around the country, continuously preaching to dealers the money-making, service-giving quality of your product.

The big central point to instill in your salesmen is their appreciation of the Dominant Idea which every campaign, whether national or territorial, should have. Your sales force should become acquainted with this Dominant Idea, in order that they may gather enthusiasm and inspiration from your own belief in a great single master selling thought.

When your men are thoroughly saturated with this Dominant Idea, they will have little difficulty in convincing distributors and dealers that your product has an identity which the

consumer soon will recognize by insistent demand for your article.

It is a fundamental fact that the distributor and dealer must be won over to the value of your product before they will stock up the merchandise. This is only natural, because distributor and dealer must be approached, in the first place, from a human angle. They must analyze from their own viewpoint, based on their own experience and needs.

How to Get Co-Operation

So much for the producing division. The second division — which must be reached through your merchandising of the advertising—is obviously the trade—distributor and dealer. This approach must be accomplished vigorously through the two forms—personal contact and literature.

In some cases the bulk of this effort, particularly in the less populated sections of the country, may be accomplished with the help of Uncle Sam's mail. Your message, however, either orally or in printed form, or in both ways, must travel this necessary road to trade appreciation and action.

How much more economical your consumer effort will be if the trade is thoroughly informed in advance of your sales drive! Not only may distributor and dealer be informed of the compelling features of your product, but, what is more important, be wisely stocked up in advance of the creation of the consumer demand.

If your business is of a nature that requires the maintenance of branches, or if your salesmen cover the principal merchandising zones of the country, your literature to dealers will be strengthened by the help of personal contact. These preparations smooth the path for all factors—they make a commodity easy to sell, easy to buy. I am almost tempted to say that with the first two factors properly prepared, the results of your consumer effort should be almost automatic.

Merchandising Rechristened

Linked with the history of the successful merchandising of an advertiser's campaign is the history of improved merchandise. Most of us do not need to strain our memories to recall the time when men's ready-to-wear

clothing was mostly of a comic valentine variety—when to wear "hand-me-downs" was a mark not only of depleted purse, but also of willingness to bear the jests of men who wore custom-made garments.

Ready-to-wear clothes were then on a par with imitation diamonds. They were apparel proclaiming a man to his disparagement.

Then came a revolutionary campaign of clothing merchandising and publicity, and in the same step came quality clothes. Today, bankers—high-salaried men, professional men—do not blush to wear well known brands of ready-tailored clothes.

Take food products. When food publicity was in its infancy, adulteration ran riot. Then the housewife was not to be blamed for making her own bread, putting up her own preserves, for cooking on Saturday the family supply of baked beans. Pure food advertising came, and along with it came pure food manufacture—the sanitary package, sustained quality.

Canners and preservers adopted the most rigorous standards. They insisted on materials that were above suspicion. Their processes

were right, their products cleanly made. And American women responded gladly. Food advertising that invited inspection to prove purity, made all this possible.

One Round of Advertising

Go through the whole list of every-day household, personal and business necessities or luxuries. You will find that in every hour of your daily life, and in almost every human action, you make use of advertised things. You prove that your life is guided by merchandising and advertising, whether or not you have ever realized it before.

You buy crackers in packages, or wear rubber heels, or shave with a safety razor, or use certain advertised toilet accessories. You probably eat an advertised cereal for breakfast; drop advertised sugar in your advertised coffee; spread, with advertised butter, toast made of advertised bread. Your home is decorated with advertised paint products.

Advertised books are in your advertised bookcase. You hunt with advertised guns and fire advertised shells; fish with advertised rods and reels. From cellar to garret your

house is supplied with advertised, labor-saving, comfort-bringing appliances. You smoke advertised tobacco, chew advertised gum. You witness advertised amusements at advertised theaters. It's one round of advertised articles, from the cradle on. Advertising permeates and delightfully flavors your whole life.

Territorial Merchandising

After all, human nature is pretty much the same regardless of latitude and longitude. The Icelander and the Patagonian have much in common. And anything that is really worth selling has sales opportunities almost everywhere. True, the pink sporting sheets at Gus the Barber's have been declared poor media for the sale of religious literature, and palm beach suits will merchandise but slowly in Alaska.

Which is all by way of saying that Reggie VanAlstyne of Broadway and Timothy Tassel of Winnemac, Indiana, are brothers beneath the skin, and that Palmyra Prim of Boston and Gertie Orangeblossom of Southern California, have tastes and ambitions more alike than you might surmise.

So the merchandiser of a new product, at the inception of a new selling campaign, can secure pretty convincing testimony as to how a proposition is going to take hold in other places when he tries it out in his own. Of course, there are exceptions. There are instances where the verdict of one section of the country reverses the judgment of another section. But they are rare. Given a fair measure of average national prosperity, and a staple, or even a novelty, that sells in one part of the country can be made to sell with equal success in the extreme opposite corner.

So, new merchandising—the modern way of minimizing all risk of loss, of providing in advance for every difficulty—is most scientific in according with unquestioned experience. It is territorial merchandising.

Territorial merchandising—by which is meant covering the country from a comparatively small beginning, increasing the expenditure and dimensions as methods are proved right and experience guides the way—is the wisest way to build success.

The Zone Method

Many a potential captain of industry, leading a concern which has in it every proved quality of success, hesitates because he is not in a position to go aggressively after the national market. He stands still, feeling incapable or unable to go forward, simply because he has not the financial strength and confidence of his longer established and more heavily financed competitors. Perhaps he contemplates spreading merchandising effort thinly over all the country, when he might make a worth-while showing in certain groups, such as Illinois, Indiana, and Wisconsin, New York and New England, Ohio and Pennsylvania.

This centralization of effort, in one part of the country at a time, permits mobilizing your sales force, concentrating the best fighting men, centering the advertising fire in a single spot where you may accurately gauge results.

It means dominating the situation—establishing a permanent advantage where it will do the most good. It means gaining a wonderfully valuable, first-hand idea of the market—an intimate study of distribution channels. It

means opportunity to correct mistakes before they become insurmountable or costly. It means normal growth—symmetrical development. It means rapid progress by going at a reasonable and sure gait in the right direction.

It does not require a fortune to launch a Territorial Advertising-Merchandising Campaign. In large part, a campaign of this kind can be made to finance itself. It is the best way I know of to start the conquest of the American market on limited capital.

Territorial Building

Modern Merchandising is business building. This being true, there is a valuable lesson in studying the way houses, bridges, walls and sky-scrapers are built—stone upon stone, piece upon piece, beam upon beam. No sane builder would try to cast the framework of the Woolworth Building in a single mould. It would make for neither economy in production nor efficiency in structure.

In just the same way the most scientific—the safest—method of covering America with your merchandising propaganda is to take the country section by section, broadening as dis-

tribution broadens — focusing the efforts of your business on each restricted area you are working, getting on the firing line yourself, advertising with sufficient force and concentration to dominate each local situation—to raise your product to a place of eminence—to hold it there in the public eye for a sufficient length of time to create a lasting impression—in brief, to conquer a territory and conquer it right—to intrench your name and your brand unforgettably with the trade as well as with the customer.

That is the kind of merchandising which means lasting, profitable trade—the kind of merchandising that any healthful business can do. If the methods be correct—the work thoroughly done—you can thus build up a system of profitable trade units that in time will cover the country.

The McJunkin Advertising Company strongly supports national merchandising and publicity when they are the result of logical, complete territorial development.

This is frequently not as spectacular a campaign as a vivid advertising flash across the

horizon—but flashes carry little heat, are not sustained in warming good will toward prestige, quality, service and satisfaction.

Our United States is a co-ordination of many states, each prosperous and self-governing. A great national business—the outgrowth of many years' service, or of a much shorter period of properly conducted Dominant Territorial Merchandising—invariably represents the welding together of territorial units.

We have formulated a plan of Territorial Merchandising for our present and prospective advertising clients on a zone basis which recommends itself because of its very practical utility, sanity and economy.

Our Invitation

Without obligation to you, we shall be glad to go into this suggestion in detail, either in your offices or at ours.

As Mr. Finn aptly says on Page Thirty—"Let us give your proposition an honest analysis—uncolored by hope—unflavored by ambition."

Joseph H. Finn

"I BELIEVE that the advertisement which does not contain a sane and substantial reason for purchase is a waste of space, money and effort. I believe the campaign which is not based upon a distinct, interesting central idea, falls short of its possibilities. I believe that every sales effort—every bit of constructive energy—should be built consistently around this one Dominant Idea—this one selling feature that overtops all the rest."—From "The Dominant Idea."

The Dominant Idea

By Joseph H. Finn

Vice-President, McJunkin Advertising Company

TO begin with, a good way of presenting a subject is through a simile or definition. It is like "playing up the news" in a big event of interest to newspaper readers. The parallel is permissible because, after all, advertising, in a broad sense, is the impelling news about merchandise.

The Dominant Idea in advertising and merchandising, therefore, is the one distinctive major selling feature of a business, as free as possible of confusing minors.

The reader's mind instinctively accepts the element of appeal or rejects the dull and distracting, and does it in a flash. But it is the responsibility of the advertiser, through the right presentation of the printed word, to make it easy to eliminate non-essentials so that the prospective purchaser may get the message instantly in headline and illustration.

Of course, arousing interest in this way is an incentive for the reader to proceed in the consideration of the advertiser's complete mes-

sage, which should be an amplification or extended proof of the one distinctive selling feature.

The most indifferent reader has a feeling not far removed from gratitude when a proposition is offered so simply that it may be grasped in a moment—with its major selling point standing out "as big as a courthouse." Dominant Idea campaigns travel the line of least resistance.

The Dominant Idea is in effect therefore *the straight line between two points*—the one the manufacturer, and the other the consumer.

Dominance is Public Service

Dominance is not a term of reproach; rather it breathes of the spirit of public service. America is Dominant today in the world's affairs because of her extraordinary altruism—her spirit of justice for nations large and small and her appreciation of the responsibility in which she stands for the good of the entire world. Her Dominance is accepted by all upright nations, because it means a new light to them—the light of liberty shining all over the world.

The thought of Dominance in advertising is not new. It is as old as the impulse that prompts publicity. Its adaptation, however, is of recent evolution.

The Dominant spirit in business is the elixir of success. Dominance is the difference between the minnows and whales of Commerce. It is the difference between diminishing foresight and expanding vision. To Dominate—to be the representative leader in your field—to hold first place on quality and superior generalship—that is a winning which is real.

That all cannot Dominate is as needless a counterthought as that universal piety would crowd celestial streets. All cannot Dominate—no fear, all will not. This message, then, is written to those who, forsaking all compromise, are frankly out to Dominate—who hold the highest individual success, not merely as a profit goal—but who feel the reward in genuine accomplishment—in earned supremacy.

I would dedicate this message to those typical American executives whose open minds, broad vision, tireless initiative and commercial courage make their Dominance deserved. I

believe there are times when over-caution and ultra-conservatism are just as surely enemies of real progress as are plunging waste and reckless bravado.

This message is particularly for the man or executive who does not scorn those Seven League Boots of business—live advertising, vigorous merchandising.

The Real Big Audience

Most minds are single track. This is not said in disparagement of that mental type. A single track mind may stand for a certain straightaway sureness that is most commendable. Single track minds—and the Lord, as Lincoln said, shows his love for them in quantity production—do not take kindly to complex presentation. And even with multiple-track minds, it is mighty hard nowadays to get the right-of-way for an extended train of arguments.

The world has accelerated a thousand per cent in the last five years. The automobile, the airplane, wireless telegraphy, are typical of the speeding-up process. Modern living, modern thinking, modern buying are all on

accelerated schedules. It is the winning sales method that keeps pace.

This brings us up to the McJunkin declaration of faith—that there is one quality in advertising and merchandising more important than any other. In golf, some call it "direction"; in baseball, it is hitting the sphere to a place where nobody can stop it; in rifle practice, it is forgetting every ring but the bull's eye; in business-getting, it is having one definite central objective and devoting every ounce of power, every grain of skill, every particle of patience and persistence to reaching this one goal. That, in the McJunkin belief, points the way to one hundred per cent sales results. And it explains why, in our organization, unusual stress is laid upon the Dominant Idea.

Half of the unsuccessful sales and advertising campaigns have, in our opinion, a common cause for failure—lack of direction, scattered hitting, shooting around the mark. Half of the sales efforts that finish lamely, do so because they "get off on the wrong foot" at the start.

Effect of Poor Copy

How many salesmen do you know who have gone to the well of inspiration and come away thirsty? They merely talk—and get nowhere. Just as many salesmen have talked themselves out of orders as have talked themselves into them. Just as many advertisements have argued themselves out of definite results as have put selling success "over the plate."

I believe that the advertisement which does not contain a sane and substantial reason for purchase is a waste of space, money and effort. I believe the campaign which is not based upon a distinct, interesting central idea, falls short of its possibilities. I believe that every sales effort, every bit of constructive energy, should be built consistently around this one Dominant Idea—this one selling feature that overtops all the rest. I believe, of course, in presenting a complete case—but every statement and argument should be in support of the master thought—should give its meaning still more weight.

McJunkin is the advertising agency of the Dominant Idea.

With us this thought is not a mere "selling point" for the marketing of our own service. It is one of the two caisons on which our whole organization is founded. The other is Master Merchandising. We know the value of a single great appeal—not theoretically, but practically. We have proved it for client after client.

Identifying the Dominant Idea

Our first thoughts in connection with any campaign are: Wherein lies the Dominant selling argument? What quality belongs to the product or proposition that differentiates it from every other? And upon the correct answers to these questions are built a campaign which has the greatest acceleration—the least resistance from the start.

The old query, "Does advertising pay?" is just about as reasonable as would be the question, "Does salesmanship sell?"

All turns on what is back of the advertising and salesmanship: whether the sales truth is big enough—whether it is presented clearly, forcefully and free from distracting minors.

And please remember this fundamental

fact—that advertising will never take the place of uniformly good merchandise; advertising may make the first sale, but never the second. The product must do that.

And Dominant Idea advertising and merchandising do pay—because there is no division of effort—no scattering of shot.

There is a Real Test

The surest test of the possibilities for development in a commercial undertaking, is this Dominant Idea test. Conducted in conference and co-operation with the client and his selling organization, it is one of the most interesting phases in the development of a campaign. Such a test gives your proposition an honest analysis—uncolored by hope—unflavored by ambition.

We enumerate the qualities of your proposition point by point. Judge it for utility, for novelty, for labor-saving value, for economy in use, for comfort, for luxury, for efficiency, for public service—as the case may be. We study the market—every channel of distribution. We get a composite photograph of the audience. We weigh up the strength of your competi-

tion—giving your competitors full credit for quality merchandise, brains and initiative.

Thus the McJunkin approach in an advertising-merchandising campaign means getting truly into the very heart of the business reasons for existence—the human-nature reaching power of its most irresistible appeal. Whether you make a food, a garment, a tractor, a motor car, a cream separator or a shoe, whether you sell the joys of transportation or the satisfaction of wearing beautiful clothes, your initial problem is the same.

That time-honored counter-remark, "But *my* business is different" with which advertisers have been answering advertising salesmen from the year one, is a clue to your own best opportunity. It is because your business *is* different that you will be able to differentiate it in the public mind by reason of a Dominant Idea campaign.

The business which was originated solely to imitate some other business—which follows slavishly in some leader's steps—which has no personality of its own—cannot use Dominant

Idea plans with profit. A business without individuality gets nowhere nowadays.

Fixing the Dominant Idea

The Dominant Idea in any business is quite as likely to be below the surface as above it. It is quite as likely to be linked up with an after-development in a business as to be born with the proposition. It may be a totally "outside" thought, which has a new application to an old business. The important considerations are that it has news value; it must be a distinguishing thought—but it must fall in with the natural thought habits of humanity in such a way as to become inseparably associated with this individual proposition.

And most of all, this Dominant Idea must furnish a real identity that will lift such a business or product out of the commonplace so that either or both will be recognized because of the presentation of and adherence to the Dominant Idea.

Hectic stories have been written playing up advertising as a sort of a magic "wishing ring," the mere existence of which in connection with a business proposition insures success. Be-

cause there is so much romance and imagination in connection with the advertising subject, there has been much misunderstanding and misinterpretation of its power. This sort of nonsense comprehended in the term "wizardry," has been a boomerang which has worked a positive injury to legitimate advertising.

Dominant Advertising is simplicity itself. Its obvious truthfulness is one of the biggest assurances possible to the interest of the consumer. Do not confuse the Dominant Idea with another kind of Dominance—a dominance of bulk alone. Its cost is terrific compared to results won. It is not comparable in permanent value to the adequate, determined and consistent presentation of the Dominant Idea.

Dominant Idea campaigns are essentially founded on a basis of sane investment—no gambling, no wading out beyond your depth, no long "wait to see if the results come in."

How the Plan Applies

The campaign of the Ajax Rubber Company has attracted wide-spread attention because of the forceful presentation of the Dominant Idea. An investigation into the method of manu-

facture of Ajax automobile tires and the product itself revealed a distinctive mechanical feature not to be found in any other tire. Beneath the tread of the tire, on either side, is a corrugation of rubber, supporting and reinforcing the tread.

Investigation proved that this essential—an exclusive Ajax feature—gave the Ajax tire more tread on the road, and likewise supplied more rubber where it should be. Co-operating with the Ajax organization, we originated the term "Ajax Shoulders of Strength," which has served as a mark of identity for this popular product.

Power of Reiteration

The public has become convinced that the remarkably long life of Ajax tires may be attributed not only to the excellent raw product used, the skill of select workmen, the advantage of design, but also in this structural betterment obvious to the eye, which we christened "Ajax Shoulders of Strength."

By continuously calling attention through illustration, headline and copy, to this identifying characteristic, the term "Shoulders of

Strength" has been written into the automobile tire industry. Thousands of people have been protected from the evils of substitution by insisting upon a tire built in with "Shoulders of Strength," and because they refused to be imposed upon, they secured what they were after from an Ajax dealer.

Due to a false interpretation of the conservation movement, the dairy interests of the country suffered keenly. The Food Administration saw the wisdom of encouraging a generous consumption of milk products from the vital standpoint of the nation's health, both today and tomorrow.

The McJunkin Advertising Company, after an exhaustive analysis, found that the Dominant Idea was embodied in the recommendations of the distinguished authority on nutrition, Prof. McCullom of John Hopkins University, and the watchword "at least a quart of milk per day per person" has become the Dominant appeal in behalf of America's greatest industry.

Changing Trend of Travel

Prior to the entry of America into the

world's war, a great western railroad—the most powerful transportation and colonization factor in the west and northwest—sought more business from residents of the east, who took greater interest in foreign sight-seeing than the attractions of their own country.

At the time of the origin of this Dominant Idea, all Europe was beckoning to American tourists. Then "See America First"—a pregnant three word message—was written into the language of the country. This railroad's copy coupled patriotism with the lure of scenic supremacy.

Certain Identity of Product

Food is food and there seems little romance in the meat line. One of the leading Chicago packing houses has built up a reputation for unusual quality and unvarying uniformity. In an analysis to discover why this was true, it developed that the products are given a master test once every week in each of the company's plants, where they must prove their quality in comparison with the best competing products.

With this nucleus, an advertising sales campaign was built with "The Supreme Test" as

the Dominant Idea. And it has been remarkably successful—largely through the loyal co-operation of the entire selling organization of this company, which leaped into action with the announcement of the new campaign.

A certain tooth brush manufacturer advertises his product with the slogan "A Clean Tooth Never Decays." This expounds a Dominant Idea which applies equally to every modern movement of oral hygiene. Yet because this manufacturer first gave advertising expression to a big truth, he linked it with his own proposition and made it a valuable asset.

The foregoing are merely instances—all but one from our own experience—which demonstrate the application of the Dominant Idea and its actual common-sense commercial value.

Proof of Our Result Record

The McJunkin Advertising Company stands squarely on what it is able to do in determining, in collaboration with its clients, Dominant Sales Ideas, trenchant with human appeal.

We have built an organization of trained ad-

vertisers and merchandisers, chosen because they possess the McJunkin spirit—because they are big enough to recognize idea bigness.

The expression of the Dominant Idea is not just a matter of word or illustration. It comprehends Dominant Thought, and whether it takes the form of a single dynamic phrase, a sledge hammer preachment with one big text, a wonderful pictorial message, or a subtle suggestion in salesmanship—its force is no less the determining factor in removing resistance—facilitating sales results. Examples of Dominant Idea successes are reproduced elsewhere in this book. They specifically demonstrate the power of the master selling thought.

This Reason, Your Reason

The head of a certain well known manufacturing institution once told his salesmen that no matter what objection "the prospect" interposed, the best answer was, "That is just the reason why you should use our product."

In that case this blanket answer proved most effectual. What better psychology, after all, than taking advantage of seeming disadvantages?

It seems equally true that whether times are good or bad—whether war clouds overhang or peace spreads a benediction—whatever turn of fate may come—there is provided a logical reason for good, aggressive advertising.

And just remember, too, what a successful American once said, that "no one will ever go broke being a 'bull' on the United States." Advertising has been injured by the attempt to confine its mission to a restricted horizon. Advertising is the greatest modern factor in the upbuilding of a business through the creation of good will and the establishment of identity for the protection of manufacturer and consumer alike. Advertising is a business stimulant—the most certain form of business insurance—an essential business economy. Frequently advertising is misunderstood. Those who would "reform" modern business occasionally refer to advertising as a waste and complain that its cost is tacked onto that of the merchandise. These misguided folk have not yet gained a realization of what advertising means as an economic factor.

Why Some Advertising Has Failed

The trouble is that there have been too many examples of advertising methods which are wasteful—too many obvious-as-daylight displays of campaigns which are plainly a sop to someone's vanity—mere self-glorification without attention to fundamentals.

The McJunkin Dominant Idea advertising and selling plans are simple salesmanship, first and last. They are economic factors not only in minimizing sales expense, but also in facilitating distribution, eliminating resistance, and adding power to every sales effort.

The McJunkin way means organized economy, because it centralizes effort and rejects trivial minor claims for the titanic wallop of the master selling point—the Dominant Idea.

Every McJunkin Man a Service Man

McJUNKIN men are merchandisers all. Whether they are advertisers' representatives, plan men, writers, artists—they are merchandisers first.

McJunkin writers have had broad, practical experience—every one of them—in putting over notable national successes. They plan, work or write from a sales angle always. Their advertisements are cablegrams in print—condensed big messages.

The McJunkin Art Department includes associated illustrators of recognized worth—men whose work in oil and crayon, wash and ink, have attracted national attention. McJunkin artists are not artists alone—they are salesmen with the brush and pen. They, too, realize what the Dominant Idea means—that art plays a most important part in its emphasis.

Workers All—in "Shirt Sleeves"

There are no frills about the McJunkin or-

ganization. It has been aptly termed "An advertising company in its shirt sleeves." From president to file boy, the McJunkin personnel is made up of workers, seeking the shortest cut to efficiency.

With the McJunkin Advertising Company the first consideration is not the active solicitation of accounts, but rather to render solid service to the clients we already have. In this way our business has grown steadily and normally.

However, we are always ready to serve an advertiser with a quality product or proposition, who, believes as we do in the Dominant Idea, in the power of hard hitting, persistent, enthusiastic salesmanship—merchandising and marketing.

Please remember with headquarters in Chicago, New York and Cleveland we are as close to you as the telephone or telegraph, or, if you prefer, Uncle Sam's good old reliable mail route. Address any one of the three offices, and a service official of this Company will respond.

That 60% Plus

What the Advertisers Should Get Besides Mere Preparation and Placing of Copy

COPY is regarded by some as the one most important detail in advertising agency service. Some advertising companies regard this feature as so important that really nothing else in the way of service is rendered to the advertiser. We lay great stress on the value of copy—Dominant Idea copy — copy that identifies advertiser and product—copy that helps make the first sale and thereafter fortifies the quality back of the merchandise.

Copy, however, with us approximates 40 per cent of our service. It is undoubtedly the biggest single item in service between advertising agency and advertiser. The remaining 60 per cent service rendered by the McJunkin Advertising Company may be briefly summarized as follows:

(a) Analyzing the market, sales conditions, trade conditions.

(b) Analyzing competition — its scope, power, superiority or inferiority. Determining with the advertiser and his organization an appropriation over a time, preferably a year or more. This appropriation should be logically determined on a percentage basis of the gross business done during the current year, together with such objectives in the way of increased business that the advertiser may have formulated.

(c) Division of appropriation; national and territorial advertising; magazines, newspapers, trade press, outdoor display if warranted, direct literature, jobbers' and dealers' helps, local advertising service for dealers.

Analysis the Mainspring of Service

(d) Analysis of media to conform with analysis of market in order that publication space may be used that will furnish the most direct possible connection between manufacturer and consumer, with an eye particularly to a specific plan of helping the dealer so that goods may move from his shelves and repeat orders may be secured.

(e) Determination, with the help of the ad-

vertiser and his organization, of the "Dominant Idea" to be used in the proposed advertising campaign and sales drive, in order that all phases of the manufacturer's organization may be vitalized with this identifying sales thought.

(f) Applying "Dominant Idea" and master merchandising plans to manufacturer's own organization, distributors and dealers, thoroughly imbuing all with the right methods of consumer appeal.

(g) Assisting the manufacturer's organization by regular conferences with his selling organization, so that no important phase of the work in hand may be overlooked.

On the Spot Co-Operation

(h) Attendance by a service official of the McJunkin Advertising Company at territorial meetings of salesmen or distributors or dealers, helping to engender "pep" among those in the trade handling the advertised products.

(i) Preparation of dealers' sales-helps from originating designs to final execution; handling the details of illustration; plate making and printing on a competitive basis so that the ad-

vertiser may be insured quality at a fair price.

(j) A close check-up on results in order that only those publications and methods may be used that have proved efficient in the actual campaign, so that from season to season the list of media used may be perfected, based as far as possible upon actual returns. Of course, in mail order advertising where copy is definitely keyed, this is accomplished through an accurate record of results, on a basis of cost of inquiries and cost of sales. In General Publicity advertising where the public service factor is the big consideration, it is only possible to check up definite results by an analysis of the effect of the advertising in the different publications on both the consumer and dealer. This we are able to do through our proved methods of analysis and investigation.

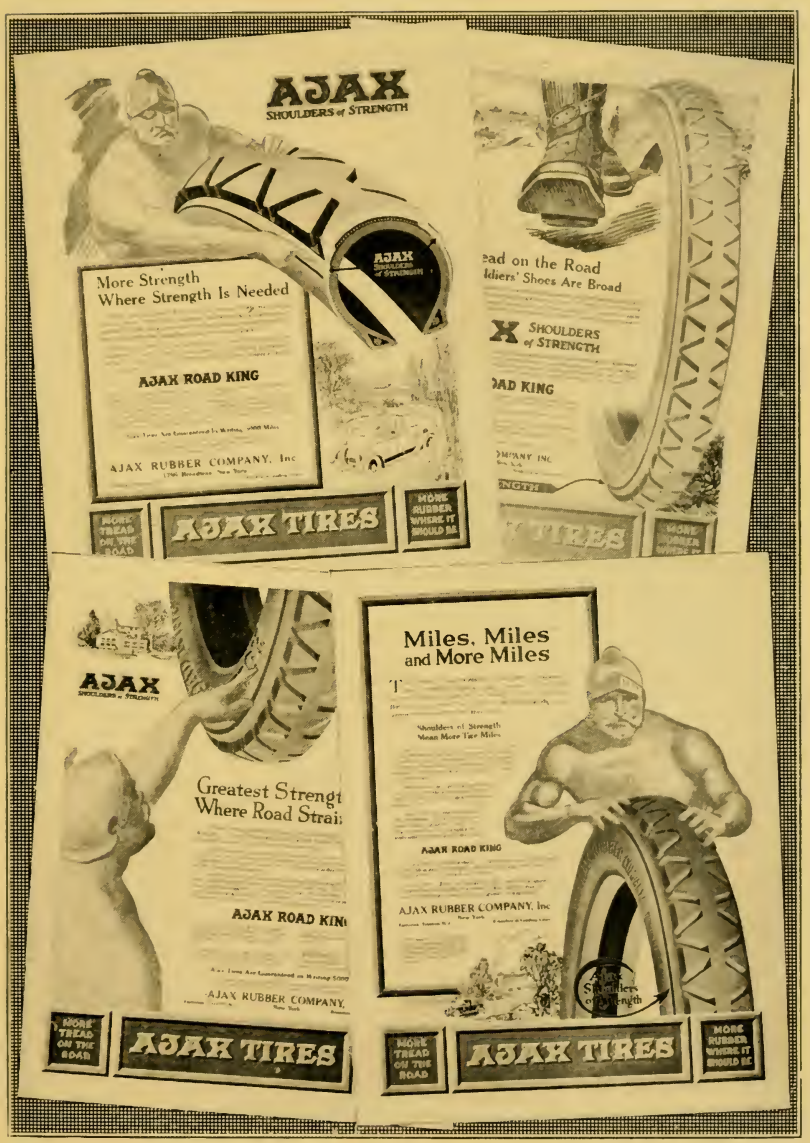
It is impracticable to set forth, however, all of the minor details in our advertising service, but suffice it to say that we endeavor by constructive initiative to keep ahead of what our clients rightly expect and should demand.

EXAMPLES
of
DOMINANT IDEA
ADVERTISING

IN the following pages we present examples of Dominant Idea Advertising, planned, prepared and placed by the McJunkin Advertising Company. These reproductions in miniature are parts of typical campaigns and merely give an index to the method of appeal in illustrations and main headlines. (Obviously in such small space it is impossible to reproduce complete text in readable form.)

DOMINANT
Mc Junkin
IDEA ADVERTISING

DOMINANT IDEA: "Shoulders of Strength"



Nothing is more in tune with the American spirit of conservation than the dominant idea for Ajax Tires—Shoulders of Strength. It means more tread on the road, more rubber where needed, hence more mileage for your investment.

DOMINANT IDEA: "The National Orange Drink"

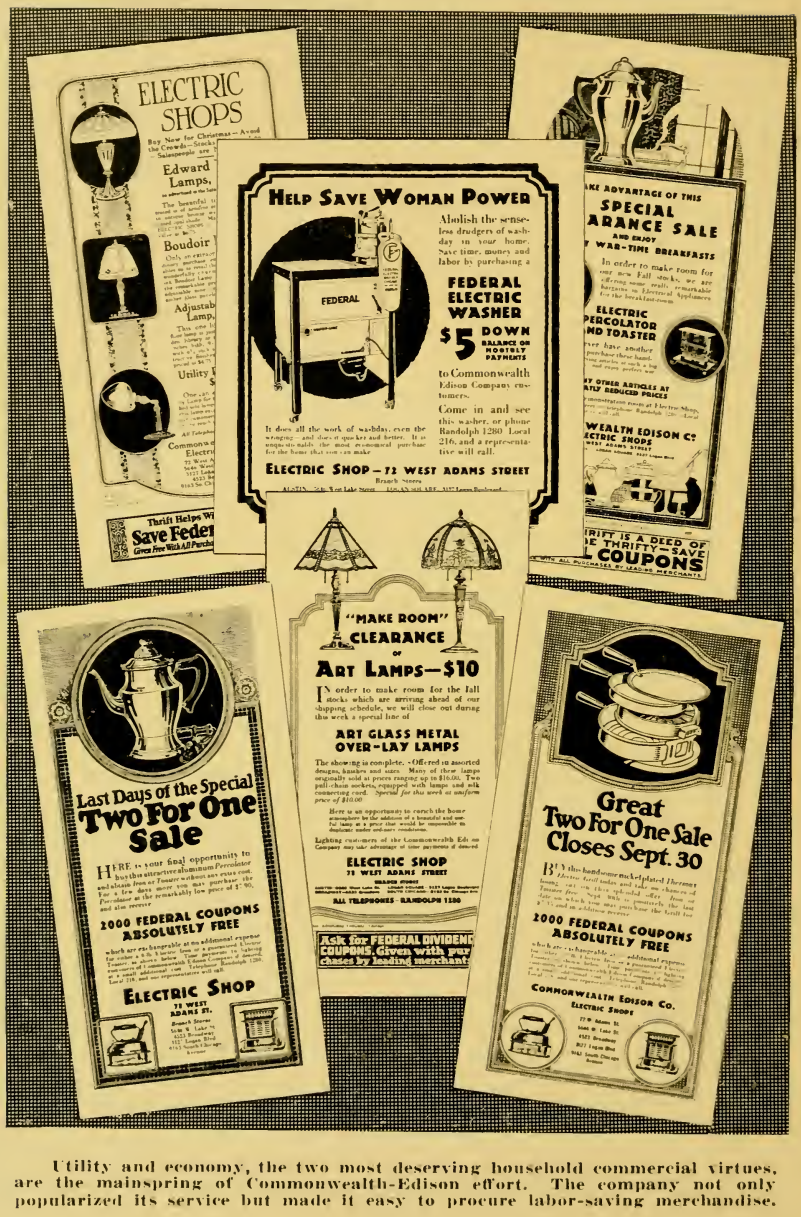
Orange-Crush is something more than a drink—that is the spirit of the initial national campaign for this new advertiser. The advertising so associates the liquid with the fruit that the new product became synonimous for oranges.

DOMINANT IDEA: "112% Reserve Strength"

The Dependable Business Truck
WHAT NO OTHER TRUCK COULD DO !
93,600 Miles—51% Truck We Built
112% Reserve Strength
INDIANA TRUCKS
BRUTE ENDURANCE
The FIRST TRUCK WE BUILT
8½ year-100,000 Miles-Working Every Day
112% Reserve Strength
INDIANA TRUCK CORPORATION, Dept. 000, Marion, Ind.
INDIANA TRUCKS
SAVE $150 to $850 On Your Truck
INDIANA TRUCKS

Indiana Trucks are 112% reserve strength. This is established by engineering investigation. The bull's eye therefore of this campaign is this more than ample ability to take care of normal transportation needs.

DOMINANT IDEA: "Do It Electrically"


ELECTRIC SHOPS
Edward Lamps,
Boudoir
Adjustab Lamp,
Utility
Thrift Helps W
Save Feder
Given Free With All Purcha
HELP SAVE WOMAN POWER
FEDERAL
Abolish the senseless drudgery of washday in your home. Save time, money and labor by purchasing a
FEDERAL ELECTRIC WASHER
$5 DOWN
BALANCE ON MONTHLY PAYMENTS
to Commonwealth Edison Company customers.
Come in and see this washer, or phone Randolph 1280 Local 216, and a representative will call.
It does all the work of washday, even the wringing—and does it quicker and better. It is unquestionably the most economical purchase for the home that you can make
ELECTRIC SHOP—72 WEST ADAMS STREET
Branch Stores
AKE ADVANTAGE OF THIS
SPECIAL
ARANCE SALE
AND ENJOY
WAR-TIME BREAKFASTS
In order to make room for our new Fall stocks, we are offering some really remarkable bargains in Electrical Appliances.
ELECTRIC PERCOLATOR
ND TOASTER
Y OTHER ARTICLES AT
ATLY REDUCED PRICES
WEALTH EDISON Co
ECTRIC SHOPS
RIFT IS A DEED OF
E THRIFTY—SAVE
COUPONS
"MAKE ROOM" CLEARANCE OF ART LAMPS—$10
IN order to make room for the fall stocks which are arriving ahead of our shipping schedule, we will close out during this week a special line of
ART GLASS METAL OVER-LAY LAMPS
The showing is complete.—Offered in assorted designs, handsome and rare. Many of these lamps originally sold at prices ranging up to $16.00. Two pull-chain sockets, equipped with lamps and silk connecting cord. Special for this week at a uniform price of $10.00
Here is an opportunity to enrich the home atmosphere by the addition of a beautiful and useful lamp. Lighting customers of the Commonwealth Edison Company may take advantage of time payments if desired
ELECTRIC SHOP
72 WEST ADAMS STREET
BRANCH STORES
ALL TELEPHONES—RANDOLPH 1280
Ask for FEDERAL DIVIDEND COUPONS. Given with purchases by leading merchants
Last Days of the Special
Two For One Sale
HERE is your final opportunity to buy this attractive Aluminum Percolator and electric Toaster without an extra cost. For a few days more you may purchase the Percolator at the remarkably low price of $7.90, and also receive
2000 FEDERAL COUPONS ABSOLUTELY FREE
which are exchangeable at no additional expense for either a 5-lb. Electric Iron or a guaranteed Electric Heating Pad, as above, before the Commonwealth Edison Company of Commerce Edison Company Randolph 1280. No small additional expense will be required. Local 216, and our representative will call.
ELECTRIC SHOP
72 WEST ADAMS ST.
Great
Two For One Sale
Closes Sept. 30
BUY the handsome nickel-plated Thermos bottle, refill your ice box and have one chance of [illegible] free. this splendid offer [illegible] which you must present the last [illegible] and in addition receive
2000 FEDERAL COUPONS ABSOLUTELY FREE
which are exchangeable [illegible] additional expense [illegible] Electric Iron [illegible] Electric Heating Pad [illegible] Electric Shop [illegible] Randolph 1280 [illegible] small additional expense will be required [illegible] Local 216 [illegible] representative will call.
COMMONWEALTH EDISON CO.
ELECTRIC SHOPS

Utility and economy, the two most deserving household commercial virtues, are the mainspring of Commonwealth-Edison effort. The company not only popularized its service but made it easy to procure labor-saving merchandise.

DOMINANT IDEA: "The Supreme Test"

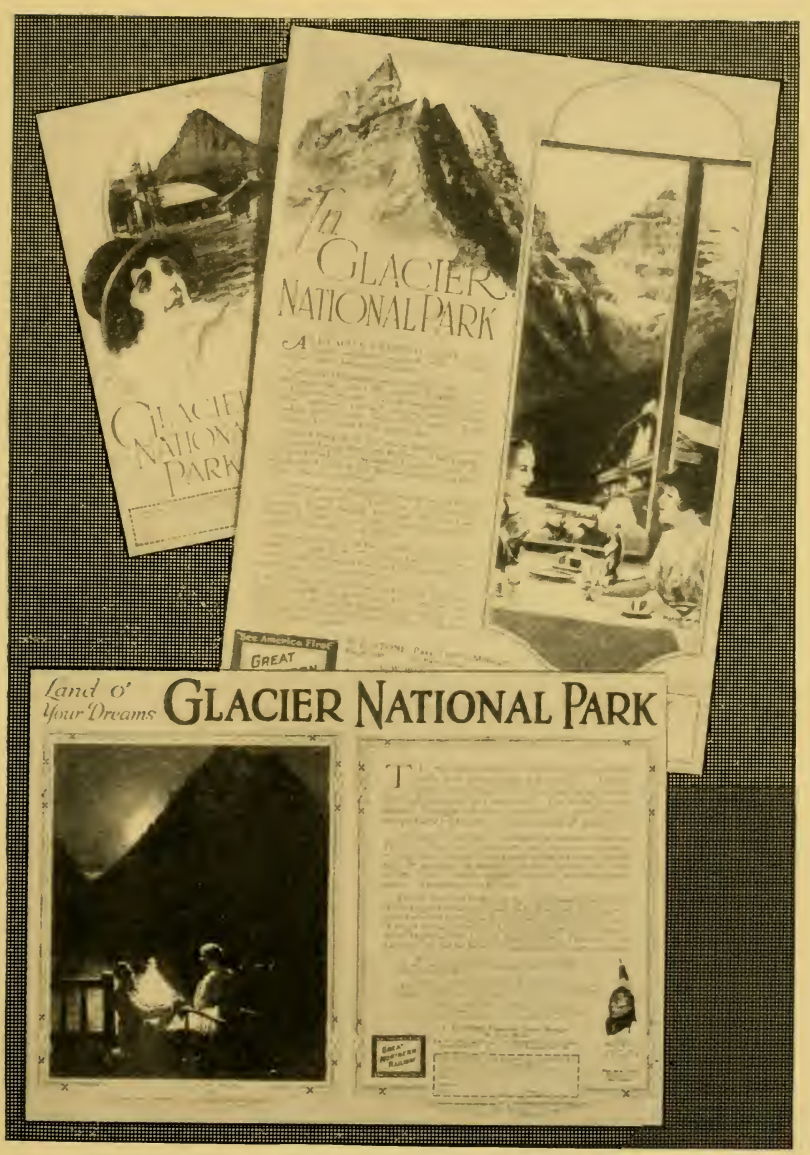
Morris and Company have made the Supreme Test, the insurance within their own organization, of quality food products. Using this appeal for consumer influence meant at once enthusiasm throughout the Morris sales force.

DOMINANT IDEA: "For the Man Who Cares"

The Florsheim SHOE
FLORSHEIM stands for quality today as in the past—high grade workmanship and solid leather throughout—a shoe that represents full satisfaction for every dollar you invest
Eight to ten dollars, reasonably priced, value considered.
There's a Florsheim dealer in every city showing the season's correct styles. His name and booklet on request.
The Florsheim Shoe Co.
Chicago, U. S. A.
The Gothic—Today's most popular model—Look for name in shoe
The Florsheim SHOE
THE satisfaction received for the amount you pay is the true measure of value—not the price you pay. You can buy shoes, but you can not get the same perfect fit and lasting style of The Florsheim Shoe.
Eight to Ten dollars, reasonably priced, value considered.
There's a Florsheim dealer in every city showing the season's correct styles. His name and booklet on request.
The Florsheim Shoe Co.
Chicago, U. S. A.
The Monitor—Fits every foot—Look for name in shoe
The Florsheim SHOE
FLORSHEIM is the name that identifies shoes of superior quality; a mark that appears only on footwear of the highest standard of materials, fit, and style.
Eight to ten dollars, reasonably priced, value considered
There's a Florsheim dealer in every city showing the season's correct styles. His name and booklet on request.
The Florsheim Shoe Co.
Chicago, U. S. A.
The Seneco—A correct full dress shoe—Look for name in shoe.
The Florsheim SHOE
MEN of affairs—successful men everywhere—value the comfort of The Florsheim shoe. There's a shape to suit and please the fastidiousness of your feet and satisfy your style preferences.
Eight to ten dollars, reasonably priced, value considered.
There's a Florsheim dealer in every city showing the season's correct styles. His name and booklet on request.
The Florsheim Shoe Co.
Chicago, U. S. A.
The Reliance—A straight shape—fits every foot—Look for name in shoe
The Florsheim SHOE
SELECT your next pair of shoes on a basis of quality. Good shoes will prove their economy. Obtain satisfaction—style, fit, comfort—wear Florsheims.
Eight to ten dollars, reasonably priced, value considered.
There's a Florsheim dealer in every city showing the season's correct styles. His name and booklet on request.
The Florsheim Shoe Co.
Chicago, U. S. A.
The Ormond—A recognized high grade shoe—Look for name in shoe.

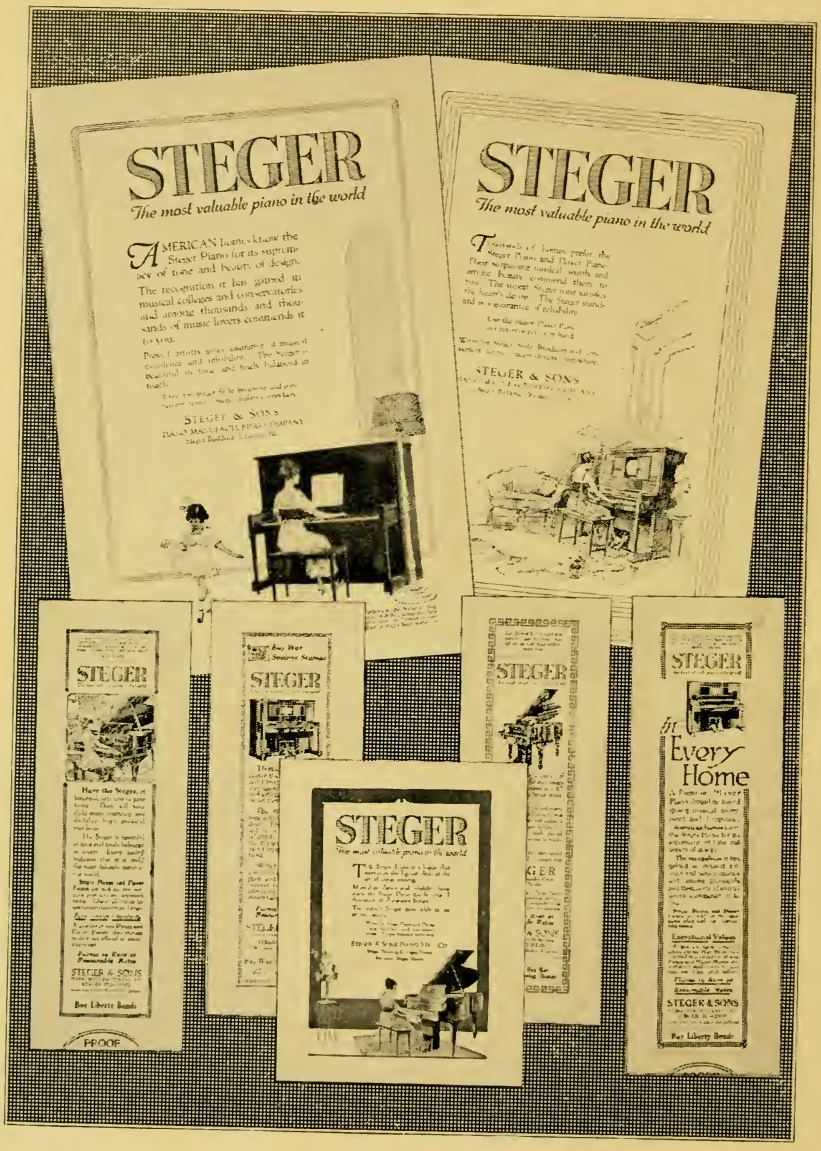
Florsheim's consistent institutional advertising running continuously in national magazines has proven no small factor in their success. The Florsheim Shoe Co. has aimed particularly at complete identity of name and product.

DOMINANT IDEA: "See America First"



No Dominant Idea has had a more striking proof of its fitness than that of "SEE AMERICA FIRST" for the Great Northern Railway. Identifying Glazier National Park, this appeal became the slogan of American travel.

DOMINANT IDEA: "The Most Valuable Piano in the World"


STEGER
The most valuable piano in the world
AMERICAN homes know the Steger Piano for its supremacy of tone and beauty of design. The recognition it has gained in musical colleges and conservatories and among thousands and thousands of music lovers commends it to you.
STEGER & SONS
STEGER
The most valuable piano in the world
STEGER & SONS
STEGER
STEGER
STEGER
STEGER
STEGER
STEGER
The most valuable piano in the world
STEGER
for Every Home
STEGER & SONS
PROOF

The Steger Piano has earned for itself the tribute "The most valuable piano in the world." To accept this slogan as the Dominant Idea for Steger was logical and fitting. Dealers co-operated with newspaper advertising.

DOMINANT IDEA: "At Least a Quart of Milk per Day"

When Dr. McCullom, the distinguished authority on nutrition, said everyone young or old should consume at least a quart of milk per day, he turned the spot light on the dominant idea for the nation's dairy activities.

DOMINANT IDEA: "America's Physic"

WHEN you want a gentle, certain laxative ask for Pluto. Your physician prescribes it; your druggist recommends it. Bottled at French Lick Springs and on sale everywhere.
PLUTO WATER AMERICA'S PHYSIC
PLUTO is for well people who want to keep their health. It is also nature's remedy for indigestion, constipation, Kidney, liver and stomach troubles. Bottled at French Lick Springs.
PLUTO WATER AMERICA'S PHYSIC
The first step toward keeping your health. Pluto Water brings to you all the cleansing, curative powers of French Lick Springs. For indigestion, constipation, kidney, liver and stomach troubles.
PLUTO WATER AMERICA'S PHYSIC
Let Pluto do for you and your family what it does for thousands who visit French Lick Springs. Kidney, liver and stomach troubles, constipation and indigestion—all yield to Pluto's gentle, pleasant persuasion.
PLUTO WATER AMERICA'S PHYSIC
THE happy man is the well man. The first step toward good health is freedom from constipation. You owe it to your system to let Pluto soften and flush away all the poisonous matter.
PLUTO WATER AMERICA'S PHYSIC
HEALTH depends on keeping the system free from the poisonous effects of decomposed waste matter. And Pluto is the safest and most certain laxative to use.
PLUTO WATER AMERICA'S PHYSIC
GUARD YOUR HEALTH
THERE is no better way to keep in good health than to let Pluto Water bring to you all the cleansing, curative powers of French Lick Springs—pleasing, yet certain. Bottled at French Lick Springs. On sale everywhere.
PLUTO WATER AMERICA'S PHYSIC

PLUTO WATER now enjoys a national distribution and sale due to a sane method of merchandising, backed by advertising that never departed from rules of force and simplicity. Pluto is given a setting of optimism.

DOMINANT IDEA: "The Cow's Adopted Child"

The Million Dollar Pine Tree Milker
$1 Per Cow Per Month After Trial PAYS FOR THE PINE TREE MILKER
FREE Trial Demonstration
Saving Millions in Wages and Ending the Milking Problem
The Cow's Adopted Child
A Year To Pay—3-Year Guarantee
Increase Your Milk Production!
The Million Dollar Milker
Installed on Your Farm at OUR RISK
CAUTION—Write for Catalog, Prices, Etc.
Telling the Dairymen How to Save Millions of Dollars in Wages
PINE TREE MILKER PROFITS
Solving the Farm Dairy Labor Problem
Lucky the Dealer Who Helps and Profits by This
1919
Largest Advertising and Service Campaigns for the
PINE TREE MILKER
The Million Dollar Milker
$1.00 PER COW Per Month AFTER TRIAL!
WRITE today for Big FREE
Try One Free
More Milk
Saves 2/3 Labor
Write
FREE
Million Dollar Milker Book
$1 Per Cow Per Mo. After Trial
Saves Labor
More Milk
Try One FREE
100% Necessary Occupation: Labor and Food Saver
Postmaster,

A very few examples of a complete campaign—including catalog, consumer and dealer follow-up literature, advertisements and Dominant Idea trade-mark design for the Pine Tree Milking Machine Company.

DOMINANT IDEA: "America's Smartest Car"

It was only natural that the Roamer automobile should be called "America's Smartest Car" in the advertising campaign that introduced so successfully what critics have called "The American Rolls-Royce."

DOMINANT IDEA: "The Diamond Point Shingle"

When the Storm God Rages without
SAFE and dry, you can laugh at wind
FLEX-A-TILE DIAMOND POINT ASPHALT SLAB SHINGLES
FLEX-A-TILE Diamond Point
Asphalt Slab Sh
Keep Your Home Dry and Co
THE HEPPES-NELSON ROOFIN
A Lasting, Beautiful Roof of Stone and Asphalt
d Like Roll Roofing
The Roofing That Time Shall Be First
FLEX-A-TILE
-see Tomorrow
A New Kind of Roll Roofing
Here is
the ideal roofing for the
ASPHALT ROLL SHINGLE
Individual Asphalt Shingles
ILE ROLL SHINGLE (Red or Green)
With the Appearance of Individual Shingles
Roofing the Nation's Homes
ASPHALT SHINGLES
are conceded to be the
world's best roofing for durability, beauty, economy and safety.
The only question is
What makes a Asphalt Roofing?
You want a roof that provides water-proof protection and weather-proof beauty, for the longest duration, at the lowest reasonable cost.
That is you want
FLEX-A-TILE Diamond Point
Asphalt Slab Shingles
Made by one of the
largest roofing manufac-
turers in the United States
FLEX-A-TILES — long in
use — offer additional ad-
vantages in three new Slab
form. Each Slab is equal to
four individual shingles, may
be laid in artistic designs,
left blank from 5½" to 10
true same and labor to lay
Saves 1/3 in nails, and equal
to the work of right. And the DIAMOND
POINT shape shown above saves over
35% in weight of material per square!
The beauty of a red or green
FLEX-A-TILE roof must be seen
THE HEPPES-NELSON ROOFING COMPANY
Keep Your Home As Dry As Kansas
FLEX-A
-see Tomorrow
Remember the Leaky Roofs of the Past, and Insist on FLEX-A-TILES
Your Best Rainy Day Friend Is
FLEX-
-see Tomorrow
FLEX-A-TILE
EX-A-TILE

One of the most successful products of the Heppes-Nelson Roofing Co. is the Flex-a-Tile Diamond Point Asphalt Slab Shingle. This identity expressed in the advertising had a beneficial effect on the consumer.

"The National Park Line" became the Dominant Idea for the Burlington Route because all the National Parks of the West and Northwest were available over this railroad. The Burlington is the recognized road to Vacation Land.

DOMINANT IDEA: "The Extra Tested Tire"

Racine Tire advertising has carried with it the identity of Extra Tested. This is essentially a consumer service appeal, breathing the spirit of quality merchandise. It applies with equal force to fabric and cord tires.

DOMINANT IDEA: "The Three Staffs of Life"

VIRGINIA SWEET PANCAKE FLOUR
A Breakfast Treat
It will just tickle Daddy if he is surprised with something different for breakfast. Not any of the ordinary breakfasts, but one of those real old-time kind with rich-brown, steaming-hot, light, deliciously tasty Virginia Sweet pan-cakes and lots of syrup.
He'll enjoy them more, and so will the children, because they are food and cake combined—the greatest breakfast food of all.
Virginia Sweet Pancake Flour
Get a package tonight from your grocer. Enough in one package for several enjoyable breakfasts.
THE FISHBACK CO.
Indianapolis, Ind. Kansas City, Mo.
VIRGINIA SWEET PANCAKE FLOUR
Just the Thing for Breakfast
The folks at home will enjoy something different for breakfast tomorrow. Here's a spread that will get them all out in a hurry and you can make it in a jiffy—Virginia Sweet Pancakes.
They'll all like them. Better looking and better tasting than any pancake you have ever made. These rich-brown, steaming cakes of goodness will make a breakfast in themselves.
Virginia Sweet Pancakes
All essential food. Made from Nature's greatest foods—wheat, corn and rice. Highly nutritious
Get a package of Virginia Sweet Pancake Flour from your grocer tonight. Serve these delicious pancakes for breakfast, tomorrow.
THE FISHBACK CO.
Indianapolis, Ind. Kansas City, Mo.
Buy tonight—Serve for breakfast tomorrow
other—
e you tired of racking your brain to decide and plan hat the folks will like for breakfast? Then serve inia Sweet Pancakes for breakfast tomorrow, made good old reliable Virginia Sweet Pancake Flour
e the smiles of delight on the happy morning faces—see the old hearty breakfast appetites return. No need to have any other kfast food. Virginia Sweet as a rgeal in itself.
Virginia Sweet Pancake Flour
Makes the finest muffins, short-cake, bread, fancy cakes, waffles, as well as delicious pancakes. Use it regularly. It is economical.
rder a package from your grocer, today
THE FISHBACK CO. Indianapolis, Ind. Kansas City, Mo.
RGINIA SWEET PANCAKE FLOUR

There is no better test of food advertising than the palate's answer. The Virginia Sweet campaign even in miniature arouses instant anticipation of a complete breakfast. Identity of product is the first goal of this campaign.

DOMINANT IDEA: "The Truck of Proved Units"

ACME—the truck of proved units, demonstrates that ACME anticipated the crying need for standardization long before it became a national necessity. ACME has set its own experienced standard for proved units.

DOMINANT IDEA: "The Coat with Lungs"

"Caught in the Rain With His New Overcoat"
That's what the neighbors thought but her fiancé he was wearing an AIR-IN Nobody would know an AIR-IN is a rain-coat, but you still when it rains. A smart top coat in appearance, but a real raincoat in service—will keep you dry in a drenching rain.
Air-in
"The coat with lungs"
The "lungs" in every AIR-IN are a new idea that means more comfort. In every AIR-IN there are a series of hidden vents or openings under the plait in the back. As you walk or move these "lungs" open and close, forcing fresh air in and the heated air out. For the first time this AIR-IN construction makes a raincoat really comfortable.
There are a number of models and a variety of fabrics to choose from. Prices range from $13.50 to $25.
"Klingmadz"
CLOTHING SPECIALTIES
KLING BROS. & CO. INC. CHICAGO
It May Rain Today
Then again it may not. Whether it does or not, the man who wears an AIR-IN is prepared. If it rains he is secure and comfortable in stylish raincoat. If the sun shines he is not out of place or uncomfortable with a summer weight raincoat and a umbrella.
An AIR-IN is a double-purpose all-weather coat, ready for shower or sunshine.
Air-in
"The coat with lungs"
It is the special AIR-IN features—the "lungs"—that prevents overheating and subsequent colds and makes a raincoat really comfortable to wear in any part of weather. The "lungs" in an AIR IN are hidden under a plait in the back but open and close as the wearer moves—forcing the heated air out and the fresh air in through the openings.
You will really find style in an AIR-IN raincoat. Smart belted trench models, more conservative effects for the more sedate. All of them exceptional values at $13.50 to $25.
"Klingmadz"
CLOTHING SPECIALTIES
KLING BROS. & CO. INC. CHICAGO
You Can Laugh at Winter Winds
You can laugh at winter winds if you wear a RUF-'n-READY. A RUF-'n-READY is a real, all-round, knock-about coat and RUF-'n-READY will keep you dry and warm and has no excess weight to tire you.
Ruf-'n-ready
Showerproof O'coat
We have made the RUF-'n-READY without a seam—that's why for lasting, perfect protection from the severest storm. It is that money back guarantee that means more than words. If you find the RUF-'n-READY is not all we say it is—it will cost you $5 or $10 more.
The RUF-'n-READY is showerproof, too—"rain-vented" to shed storm and drizzle. It assures protection from light rain and fine drizzle. Its "rain-vents" make it a coat for any kind of weather.
Made in four models varying from imported fur cloth at $15 ranging from $15 to $30. Sizes for women's and boys' to your order now.
"Klingmadz"
CLOTHING SPECIALTIES
KLING BROS. & CO. INC. CHICAGO
When The Sun is Shining or It's Pouring Rain
You can always be suitably dressed. That is why an AIR-IN
Air-in
"The coat with lungs"
An AIR-IN is the last word in style and a new thought in comfort—so that you can wear when the day is fine or when it's pouring rain. An AIR-IN is always ready in while because the special ventilated features prevent that "stuffy" feeling some rainfabrics give.
The "lungs" of an AIR-IN are a series of vents or small openings under the plait in the back. The action of the body opens and closes these vents and forces fresh air in and expels the heated air.
Every AIR-IN is guaranteed rainproof and there are models varied enough to satisfy the stoutest corpulent and the most fastidious young dandy. Get an AIR-IN today. Prices range from $13.50 to $25.00
"Klingmadz"
CLOTHING SPECIALTIES
KLING BROS. & CO. INC. CHICAGO
A Real Comfort Coat
The RUF-'n-READY is an all-round coat for active, wide-awake men—and for all the year 'round. The RUF-'n-READY has just enough weight to keep you snugly warm. It's comfortable on chilly days between seasons and warm in winter—and best of all, it's "rain-vented" to shed showers and snow.
Ruf-'n-ready
Showerproof O'coat
The RUF-'n-READY is unlined—we put all the lining over into the fabric itself. If the RUF-'n-READY were lined it would have to pay from $8 to $10 additional and yet get nothing more in return for it. That's why the RUF-'n-READY is the real economy coat.
We haven't neglected style, either. The man who seeks comfort first won't object to its swagger lines. And at the same time the thing who's after style will be mighty well pleased with the warm protection.
The RUF-'n-READY comes in four smart models—ranging from imported fur cloth at $15 to $30. Ask to see your model now.
"Klingmadz"
CLOTHING SPECIALTIES
KLING BROS. & CO. INC. CHICAGO
Don't Be Like Noah!
Noah had to build an ark to keep out the rain, but that was a long time ago. Today you get secure stylish protection from an AIR-IN The Coat With Lungs.
As AIR-IN does more than keep you dry and comfortable—it not only keeps out the rain but lets surface cool and expels the heated air. As AIR-IN doesn't look like a raincoat but has the smart style of a smart topcoat. An AIR-IN is more than showerproof—it actually rainproof. Rain simply can't go through an AIR-IN
Air-in
"The coat wit' lungs"
Here's why we call the AIR-IN "The Coat With Lungs. Under the plait in the back of every AIR-IN are a series of vents or openings, sectioned between the seams of the under which admit and expel air as the wearer moves or walks. The automatic ventilation thus provided keeps the normal and dense wrap with the lasting of stuffiness some raincoats give. This ventilating feature of an AIR-IN is not apparent to the eye, but the wearer at once realizes its advantages.
Trench coats and other swagger styles for young men, ready-makes for the men who favor formal conservative coats from $13.50 to $25. Ask to see AIR-IN today.
"Klingmadz"
CLOTHING SPECIALTIES
KLING BROS. & CO. INC. CHICAGO

We have all wanted an overcoat "with lungs" but such an article of wear and convenience never was presented until Kling Brothers developed it. The name AIR-IN was a logical choice, with an immediate consumer appeal.

McJUNKIN ADVERTISING COMPANY

CHICAGO

5 South Wabash Avenue
At Madison Street

Telephone
Randolph 110

NEW YORK

501 Fifth Avenue
At 42nd Street

Telephone
Murray Hill 1725

CLEVELAND

715 Prospect Avenue
Near East Eighth St.

Telephone
Main 6222